



Application Serial No.: 09/540,709
Attorney Docket No.: 99-082

3625

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: WALKER et al.

) Examiner: Mark A. Fadok

Serial No.: 09/540,709

) Group Art Unit: 3625

Filing Date: March 31, 2000

) Attorney Docket No: 99-082

For: SYSTEM TO ESTABLISH A
CUSTOMER-SPECIFIED PRICE OF A
PRODUCT AND TO MANAGE
REDEMPTION OF THE PRODUCT AT
THE ESTABLISHED PRICE

) CUSTOMER NO.: 22927

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GROUP 3600

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as priority mail in an envelope with sufficient postage and addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: 04.05.04 By: 
Michael D. Brinton

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

Applicants submit herewith patents, publications or other information of which they are aware that they believe may be material to the examination of this application, and in respect of which, there may be a duty to disclose.

The filing of this information disclosure statement shall not be construed as a representation that a thorough search has been made, an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists. Nor shall the filing of this information disclosure statement be construed as an admission against interest in any manner.

04/08/2004 KBETEMA1 00000085 500271 09540709

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This Information Disclosure Statement is filed in accordance with 37 C.F.R. §§1.56, 1.97 and 1.98. The items listed on the accompanying Form PTO-1449 may be deemed to be pertinent to the above-identified application and are made of record to assist the Patent and Trademark Office in its examination of this application. The Examiner is respectfully requested to fully consider the items listed on the enclosed copy of Form PTO-1449 and to independently ascertain their teaching.

1. [] Applicants respectfully direct the Examiner's attention to the pending U.S. patent applications listed on the enclosed Form PTO-1449. The Examiner is respectfully requested to fully consider and independently ascertain the teachings and relevance of those applications with respect to the instant application. Applicants would be pleased to provide the Examiner with a copy of these applications upon request.
2. [] For each of the items listed on the enclosed copy of Form PTO-1449 that is not in the English language, a European Search Report from a counterpart European application is enclosed. Such items are marked as reference letter(s): _____
_____.
3. [] For each of the items listed on the enclosed copy of Form PTO-1449 that is not in the English language, a concise explanation of the relevance of that item is incorporated in the specification of the above-identified application. Such items are marked as reference letter(s): _____.
4. [] No fee is believed to be due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed in compliance with:
 - [] 37 C.F.R. §1.97(b)(1), within three months of the filing date of the above-identified application.
 - [] 37 C.F.R. §1.97(b)(2), within three months of the date of entry into the national stage as set forth in §1.491.

[] 37 C.F.R. §1.97(b)(3), before the mailing date of a first Office Action on the merits.

5. [] No fee is believed to be due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed in compliance with 37 C.F.R. 1.97(c), after the period specified in paragraph 4 above but before the mailing date of a final action or a Notice of Allowance (where there has been no prior final action), and is accompanied by one of the certifications pursuant to 37 C.F.R. §1.97(e) set forth in paragraph 9 below.
6. [X] A fee is due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed in compliance with 37 C.F.R. §1.97(c) after the period specified in paragraph 4 above but before the mailing date of a final action or a Notice of Allowance (where there has been no prior final action). The fee due under 37 C.F.R. §1.17(p) is to be paid as set forth in paragraph 10 below.
7. [] A fee is due under 37 C.F.R. §1.17(i)(1) for this Information Disclosure Statement since it is being filed in accordance with 37 C.F.R. §1.97(d), after the mailing date of a final action or a Notice of Allowance, but before the payment of the issue fee, and is accompanied by:
- a. one of the certifications pursuant to 37 C.F.R. §1.97(e) set forth in paragraph 9 below; and
 - b. this document is to be considered as a petition requesting consideration of the information disclosure statement.
 - c. the fee due under 37 C.F.R. §1.17(i)(1) which is paid as set forth in paragraph 10 below.

8. [] A fee is due under 37 C.F.R. §1.17(i)(1) for this Information Disclosure Statement since it is being filed in compliance with:

[] 37 C.F.R. §1.313(b)(3), after the issue fee has been paid and information cited in this Information Disclosure Statement may render at least one claim unpatentable and is accompanied by the attached Petition to Withdraw Application from Issue;

[] 37 C.F.R. §1.313(b)(5), after the issue fee has been paid and information cited in this Information Disclosure Statement is to be considered in a Continuation application upon abandonment of the instant application and is accompanied by the attached Petition to Withdraw Application from Issue.

9. [] I hereby certify:

[] that each item of information contained in the items listed on the enclosed copy of Form PTO-1449 was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. A copy of such communication is enclosed.

[] that no item of information contained or listed on the enclosed copy of Form PTO-1449 was cited in a communication from a foreign patent office in a counterpart foreign application and, to the knowledge of the undersigned after making reasonable inquiry, no item of information was known to any individual designated in §1.56(c) more than three months prior to the filing of this Information Disclosure Statement.

10. [X] Please accept payment of the fees due as indicated below:

[] A check in the amount of \$180.00 is enclosed in payment of the fee due under 37 C.F.R. 1.17(p).

[X] The Commissioner is hereby authorized to charge \$180.00 to Deposit Account No. 50-0271 in payment of the fee due under 37 C.F.R. §1.17(p).

11. [X] The Commissioner is hereby authorized to charge any additional fees which may be required for this Information Disclosure Statement, or credit any overpayment to Deposit Account No. 50-0271. A copy of this authorization is attached.

12. [] No fee is believed to be due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed concurrently with a Request for Continued Examination.

Respectfully submitted,



April 5, 2004
Date

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INFORMATION DISCLOSURE CITATION

Docket Number 99-082	Serial Number 09/540,709
Applicants WALKER et al.	
Filing Date March 31, 2000	Group Art Unit 3625

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	A	5,873,069	02/16/99	Reuhl et al.	705	20	
	B	US 2002/0029171 A1	03/07/02	Senior	705	26	
	C	US 6,553,346 B1	04/22/03	Walker et al.	705	1	

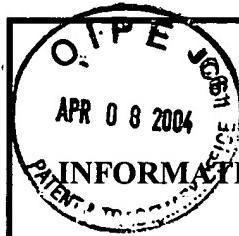
FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
	D	WO 92/14213	08/20/92	PCT	RECEIVED			
	E	WO 98/34187	08/06/98	PCT	APR 12 2004			
	F	WO 99/19809	04/22/99	PCT	GROUP 3600			
	G	WO 00/11570	03/02/00	PCT				

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

H	Gill, Penny, "Added Value: Relationship Marketing Is One Way for Retailers to Build Loyalty", Stores, October 1991, Vol. 73, no. 10, pp. 39-40, ISSN: 0039-1867.
I	Pogoda, Dianne M., "G.E.C.C. offers credit card with discounts, rebates; General Electric Capital Corp.", WWD (Women's Wear Daily), September 3, 1992, Vol. 164; No. 46; Pg. 7.
J	Svaldi, Aldo, "Niernberger tries to bring banking to masses", Denver Business Journal, March 29, 1996, Vol. 47, No. 29, pg. 17A.
K	Weissman, Ira, "Bankers' acceptance financing – the link to financing global market activity", CPA Journal, August 1996, Vol. 66, No. 8, pp. 64-66, ISSN: 0732-8435.

EXAMINER
DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



INFORMATION DISCLOSURE CITATION	
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Docket Number 99-082	Serial Number 09/540,709
Applicants WALKER et al.	
Filing Date March 31, 2000	Group Art Unit 3625

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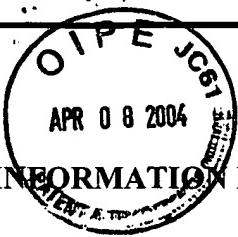
OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

L	Selasky, Susan, "Easy-to-swallow savings; Diner credit cards serve wide menu of discounts", Pittsburgh Post-Gazette, December 5, 1996, Section: Food, Pg. F-2.
M	Fram, Eugene H., "The customer penalty box", Marketing Management, Fall 1997, pp. 60-63, Vol. 6, No. 3, ISSN: 1061-3846.
N	Wild, Matthew L., "SPENDING IT; Untying cellular from those annual contracts.", The New York Times, March 15, 1998, Sunday Late Edition, Section 3; Pg. 10; Col. 2 Money and Business/Financial Desk.
O	Cruz, Humberto "The Savings Game", The Cincinnati Enquirer, August 31, 1998, Section: Financial, Pg. B16.
P	Elkin, Tobi, "Promotions: MasterCard Wins Coveted On-Pack Real Estate in Tie-in with Microsoft", Brandweek, formerly Adweek Marketing Week, September 14, 1998.
Q	"Asbury Park Press, N.J., Trouble Shooter Column", Asbury Park Press, December 3, 1998.
R	Watson, Stu "What's the deal with "free" trips?", Travelers' NewsStand, (http://www.thetrip.com/completetraveler/article/0,1355,1-1-9_1238,00.html), December 14, 1998.
S	"Northwest Airlines, Sprint to enter into mileage partnership; consumers can earn up to 16,500 frequent flyer miles..." PR Newswire, January 5, 1999, Section Financial News.
T	"About Savesmart", (http://www.savesmart.com/about/savesmart.html), Download date: January 12, 1999.
U	"AltaVista™ Signup – AltaVista's special offer to you...", Copyright 1995-1998.
V	"The Biggest Blockbuster of all time is yours from sprint", (http://csg.sprint.com/titanic), Download date: January 18, 1999.
W	WWW.PRIZEPOINT.COM is Live On the Internet!; New 'Reward Entertainment' Meets Needs of Growing Mass-Market Audience Online, BusinessWire, February 1, 1999.
X	"In Online Auction First, Auction Universe Offers a 10% Rebate on Purchases", Business Wire, April 6, 1999.

EXAMINER

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Applicants WALKER et al.	
Filing Date March 31, 2000	Group Art Unit 3625

RECEIVED
GROUP 3600
APR 12 2004OTHER DOCUMENTS (*Including author, Title, Date, Pertinent Pages, Etc.*)

Y	Vickers, Amy, "Clicks mean points in loyalty game; The success of offline loyalty schemes has been the model for offline imitations, but consumers need greater flexibility", New Media Age, April 29, 1999.
Z	Website: "Deja.com: [email] FREE \$100 Aircheck plus \$15,000 in Travel", (http://x24.deja...), download date: May 24, 1999.
AA	Corey, Matt, "Clip 'n' pay; proposed increase in coupon processing fees raises production cost issues", Food & Beverage Marketing, June 1, 1999, Section: No. 6, Vol. 18, pg. 18, ISSN: 0731-3799.
BB	Armstrong, Larry, "The Free-PC Game: Lure 'Em in and Lock 'Em Up", Business Week, July 19, 1999.
CC	"Tiny Free PCs –Watching the "free" PC trend...", (http://www.digital.com/rcfoc/19990802.htm), Download date: August 3, 1999.
DD	Poletti, Therese "Latest Twist on Free PCs – Free iMacs" Yahoo! News, (http://dailynews.yahoo.com/headlines/tc/story.html?s=v/nm/19990803/tc/tech_freemacs_1.html), Download date: August 9, 1999.
EE	Petersen, Scot, "New breed of auctioneer moving into mainstream; online auctions; Industry Trend or Event", PC Week, November 8, 1999, Section: Pg. 30; ISSN: 0740-1604.
FF	"Creating reward programmes that really encourage loyalty; Loyalty schemes need to be simple, encourage redeeming and recognize long-standing customers says David Rankin", Brand Strategy, January 21, 2000, Section: Features, pg. 8.
GG	"American Airlines – American Eagle", download date: February 10, 2000.
HH	"Sportsline, Olds team up for online sales drive", AdWeek; Eastern Edition, March 13, 2000; Vol. 41, No. 11; Pg. 37.
II	Carroll, John "Time-Sharing Prize Promises", (http://emantel.orconet.com/cc/timeshare.html), Downlaod date: May 16, 2000.

EXAMINER

DATE CONSIDERED:

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Docket Number 99-082	Serial Number 09/540,709
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Applicants WALKER et al.

Filing Date March 31, 2000	Group Art Unit 3625
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OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

JJ	"The Problem with Time Shares", (http://www.frommers.com/soap_box/testy_opinions/phil_15.html), Download date: May 16, 2000.
KK	Website: "Surfbuzz.com Welcome!", (http://www.surfbuzz.com/main.jhtml), download date: June 8, 2000.
LL	"Oldsmobile Feeling "Tournament Fever" with new CBS Sportsline, MVP.COM partnership", (http://www.google.co...) Download date: September 21, 2000.
MM	Website: "BestBuy.com Delivery and In-Store Pickup", (http://www.bestbuy.com/InfoCenter/Delivery/index.asp?m=937), download date: October 25, 2002.

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GROUP 3600**EXAMINER****DATE CONSIDERED:****EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

TRANSMITTAL LETTER
(General - Patent Pending)

Docket No.
99-082

In Re Application Of: **WALKER et al.**

APR 08 2004

Serial No.
09/540,709

Filing Date
March 31, 2000

Examiner
Mark A. Fadok

Group Art Unit
3625

**Title: SYSTEM TO ESTABLISH A CUSTOMER-SPECIFIED PRICE OF A PRODUCT AND TO MANAGE
REDEMPTION OF THE PRODUCT AT THE ESTABLISHED PRICE**

TO THE COMMISSIONER FOR PATENTS:

Transmitted herewith is:

Supplemental Information Disclosure Statement (5 pp.);
PTO Form-1449 (4 pp.) and references cited therein (39); and
Return Receipt Postcard.

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GROUP 3600

in the above identified application.

- No additional fee is required.
- A check in the amount of _____ is attached.
- The Director is hereby authorized to charge and credit Deposit Account No. 50-0271 as described below.
- Charge the amount of \$180.00
- Credit any overpayment.
- Charge any additional fee required.

Signature

Dated: April 5, 2004

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alderucci@walkerdigital.com

cc:

I certify that this document and fee is being deposited on April 5, 2004 with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


Signature of Person Mailing Correspondence

Michael D. Brinton

Typed or Printed Name of Person Mailing Correspondence